



KY-TN Strategic Plan

2024-2029

District Strat Committee (SC)- will provide each club the contact info for the committee. **Presidents and Secretaries will receive in-depth information.**

***Tactics are in red, and have events that correlate to each tactic.** Once information is sent, it will be documented and committee will then begin a metrics of District clubs toward the overall goal of 100% participation. These measures will be of course, over the life span of the Strategic Plan. First two goals will be the opening Goals to address. Stretch point of time of these first two Goals will be completion by end of Kiwanis year 2026. Final three will be accomplished by end of Kiwanis year 2029.

Request completed metrics be sent to SC-POC

Contacts info on last page

1. 2024-2029 Strategic Plan Goal: Create a consistent and meaningful Kiwanis member experience.

* Objective: Ensure a modern membership experience.

Adopt a new member by a current member.

Create 3-2-1 clubs/Zoom

Have monthly service project

Encourage Technology

* Objective: Help build strong relationships with SLP alumni and involve them in supporting future generations.

Appoint Club SLP Chair

* Objective: Improve overall marketing of local and district, and international events.

Recognize Best Service projects contest

3 new members per year

Recognize perfect attendance

Recognize donation time to children/community projects

* Objective: Improve overall marketing of local and district, and international events.

Appoint marketing chair

Use advertising

Be involved in community events

2. 2021-2026 Strategic Plan Goal:

Increase membership and maintain our status as the world's largest community service organization.

* Objective: Create a growth strategy and recruitment campaign that encourages membership retention and dues payment.

Keep members current

Get involved in school programs

Don't burnout chairpersons

Encourage Cooperate Sponsors

* Objective: Build and maintain a strong and consistent brand with internal and external stakeholders.

Know and contact stakeholders

Share Kiwanis goals with stakeholders

Members wear braded clothing

3. DIVERSITY Goal: Promote diversity, equality, and involvement across our organization and make events more accessible to all members.

* Objective: Manage club and district cost and expand subsidy fund

Per KI- use club funds for attendees

Raise funds – use unique methods

Demographic studies to build membership

* Objective: Increase awareness and outreach to non-traditional communities
Visit retirement homes possible satellite or other method club building

* Objective: Emphasize and increase diversity, equity, and inclusion in training and events.

Visit colleges

Participate in Heritage month activities

4. Leadership Goal:

Find or create opportunities to train members to become influential and effective servant leaders.

* Objective: Expand and improve leadership events or opportunities for members.

Encourage both on-line and in person training- convention, trainers to division Center one program per year on better leadership training in clubs Encourage club officer to serve just two terms

* Objective: Establish continuity between incoming and outgoing leaders so we can build on our successes and improve on our weaknesses.

Develop Succession plan Look at all club activities and evaluate what went well and what could be improved

* Objective: Look for ways to encourage and involve district members in Club Leadership Education Leadership Certificate program which prepares members for a life of service and leadership.

Recognize leadership at community functions/meeting Utilize social media more to highlight club's actions in community

5. Service - Goal: Improve the quality, impact, and amount of service we perform.

Use Strategic planning methods Develop Standard Operating Procedures (SOPs) for club functions and project cattiites Develop a Mission/Vision that is applicable to your community

* Objective: Create opportunities for members to engage with partners or projects outside our community.

Work with other civic clubs Attend other civic club's meeting Invite other civic organization to club meetings

* Objective: Create an easy-to-use directory of hands on, in-person and virtual service projects and fundraising ideas.

Club's must ensure all members contact information is scrubbed each year and notify District Spotlight Division activities as reported Designate time at DECON and Mid-Year to showcase service projects

* Objective: Create a multi-year partner strategy.

Develop a partnership plan of action for a single community activity

All Metrics and measures will be sent to club presidents and secretaries to work on at each club. Each year, club's new leadership will continue the Strat Plan process.

Complete Instruction and contacts will be sent to club leadership.

We encourage all members to fully assist in this plan to improve our great KY-TN District to even newer heights.

The SC is available to answer questions and assist club's We will not do the metrics and measures for each club as that is leaderships responsibility.

SC-Team: Bruce Damrow and Letha Catron

We will keep District Clubs apprised of progress through our District media posts and at Mid-Year and DECON

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